

# Rural Wisconsin Today

State Superintendent's Advisory Council on Rural  
Schools, Libraries and Communities

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Waupaca High School



# Wisconsin Rural Partners

- Private, non-profit corporation
- Works to develop leadership, networks and voice for rural Wisconsin
- Conducts the Wisconsin Rural Summit, Wisconsin's Top Rural Development Initiative awards. Publishes Rural Wisconsin Today
- Is Wisconsin's federally-recognized State Rural Development Council (Gov. Thompson)

# Rural Wisconsin Today - 2013

The purpose of the initial Rural Wisconsin Today was to provide statewide data on rural areas to assist in writing grant proposals and informing decision makers about conditions and trends in rural Wisconsin.

The initial report utilized data from a number of sources. The UW-Madison Center for Community and Economic Development is a key project partner

# Rural Wisconsin Today Data Sources

- US Department of Agriculture, Economic Research Service
- WI Department of Administration
- US Bureau of the Census – American Community Survey
- Internal Revenue Service
- Headwaters Economics
- Internal Revenue Service
- National Center for Education Statistics
- RUPRI – Rural Policy Research Institutes
- US Dept. of Commerce, Bureau of Economic Analysis
- WI Taxpayer Alliance
- WI Office of Rural Health

# What is rural?

- Numerous definitions
- Mostly use Rural/Urban Continuum Codes (as does NCES)
- All definitions are different, some conflict
- Example: Iowa County, WI. One definition has Iowa County as medium-sized metro (Rural/Urban Continuum Codes) and another measure (Index of Relative Rurality) has Iowa County as one of the most rural in the state.

# Data

- Wisconsin has 5,711,767 residents, 27% of whom are rural (2011). In 1980 28% of WI residents were rural
- School enrollment, 2010

	City	Suburb	Town	Rural
U.S.	29.2%	34.3%	11.9%	24.5%
WI	27.4%	24%	20.3%	28.2%
# students			177,081	246,194

In 2010 Wisconsin had 872,164 students

- Three of the top five agricultural producing counties in Wisconsin are classified as metro (Dane, Marathon, and Fond du Lac).

# Data

- Between 1999 and 2009, the population of rural counties in the U.S. declined by 5.2 percent (2.5 million); the population of rural Wisconsin increased by 3.2 percent.
- Married couple families are far more predominant in rural Wisconsin, where 62% of households include married couples compared to just 44.5% for urban households
- Urban workers make almost \$12,000 more per job than do rural workers (\$48,326 compared to \$36,517)
- Almost 11% of rural people are veterans compared to 9.4% urban

# Data – school

- The average urban WI school district has 100 students per square mile; the average rural district has 8 students per square mile. Thirty districts had fewer than 2 student per sq/mi
- Rural districts tend to be very large geographically: five rural districts (Phillips, Hayward, Winter, Drummond and Chequamegon) are each larger in land area than 25 WI counties



# Data – school (national data)

## Average base teacher salary 2011 - 2012

	All teachers	Masters' degree
All	\$53,070	\$57,831
City	\$54,860	\$59,359
Suburban	\$58,470	\$63,266
Town	\$47,780	\$51,798
Rural	\$47,130	\$50,899

# Data – school (national data)

Percent teachers who reported agreement with the following statements:

- Student misbehavior interferes with my teaching

City	Suburb	Town	Rural
48.5%	37.4%	40.5%	36.7%

- Student tardiness or class cutting interferes with my teaching

City	Suburb	Town	Rural
44.8%	34%	38.6%	33.7%

# Interesting findings – self employment

Employment in rural Wisconsin is changing markedly

- Rural Wisconsin lost over 22,000 (-2.6%) wage and salary jobs (employees) between 2000 and 2010, but gained over 45,000 (19%) self-employment jobs, for a net gain of 2.1%
- Self-employed people are not in the unemployment rate, the single most used indicator of economic health

# Interesting findings – migration

The rural brain drain reverses itself quickly

- Although there continues to be an outflow of young people up to 34 years old, rural Wisconsin experienced an increase of people 35-54 years old. The number of people in this age group increased in all but three rural Wisconsin counties.

# Interesting findings – educational attainment

- In 1970, over half of Wisconsin's rural population over the age of 25 years old had not finished high school. Today, 89.4 percent of rural residents age 25 years and older have at least a high school diploma
- The percentage of rural Wisconsin residents age 25 years and older with at least a bachelors' degree has almost tripled from 6.7 percent in 1970 to 18.7 percent today.

# Interesting findings - Mobility

- Over half of all employed rural Wisconsin residents (333,420) work outside the county where they live.

# Nothing ever changes around here

- Given the population trends in most of rural Wisconsin, it would be easy to conclude that not much has been happening or likely to happen. That conclusion would be wrong. The migration patterns in the twenty rural Wisconsin counties that lost population between 2000 and 2010 dramatically illustrate this point. IRS data reveals that there was a net 375 fewer people (tax filers and dependents) in these twenty counties in 2010 than in 2009.

# Nothing ever changes around here

.....there were 375 fewer people.....

However, according the IRS, 16,320 people (tax filers and their dependents) moved into these counties and 16,318 people moved out of them during the same period. That is 32,265 people either migrating into or out of these twenty counties between 2009 and 2010 and is equal to 7 percent of the total population of the twenty counties.



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